

# DAVIS CONFERENCE CENTER

## STYLE GUIDE

### Colors

#### Primary



#### Dark Blue

RGB #092544  
CMYK 100, 84, 44, 48  
PANTONE 289 C



#### Pewter

RGB #776663  
CMYK 51, 54, 53, 19  
PANTONE 410 C



#### Gold

RGB #d7ad3d  
CMYK 17, 30, 90, 0  
PANTONE 7751 C

#### Secondary



#### Royal Blue

#4396d2  
70, 29, 0, 0  
7688 C



#### Sky Blue

RGB #bde3f8  
CMYK 24, 1, 0, 0  
PANTONE 290 C



#### Sandstone

RGB #dddad3  
CMYK 12, 10, 14, 0  
PANTONE Cool Gray 1C

### Typography

#### Futura Condensed

**Futura Condensed**

Futura Condensed

Futura Condensed

Futura Condensed

# HEADLINE 1

## Sub-Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

# DAVIS CONFERENCE CENTER

## STYLE GUIDE

### Logos



**DAVIS  
CONFERENCE  
CENTER**

Horizontal



**DAVIS  
CONFERENCE  
CENTER**

Vertical



**DAVIS  
CONFERENCE  
CENTER**

Horizontal



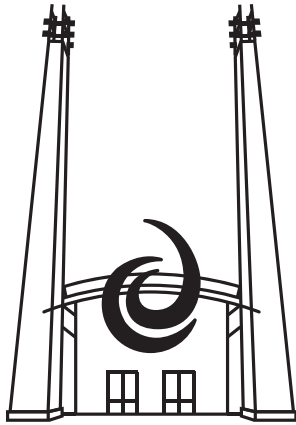
**DAVIS  
CONFERENCE  
CENTER**

Vertical

# DAVIS CONFERENCE CENTER

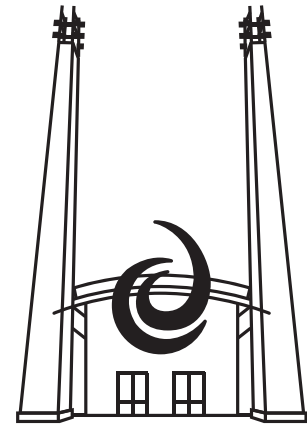
## STYLE GUIDE

### B/W Logos



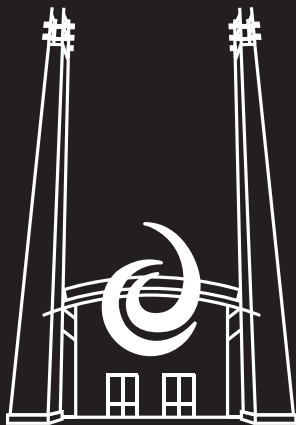
**DAVIS  
CONFERENCE  
CENTER**

Horizontal



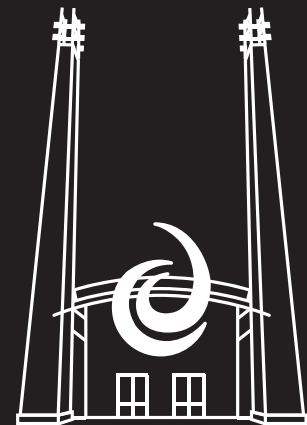
**DAVIS  
CONFERENCE  
CENTER**

Vertical



**DAVIS  
CONFERENCE  
CENTER**

Horizontal



**DAVIS  
CONFERENCE  
CENTER**

Vertical

# DAVIS CONFERENCE CENTER

## STYLE GUIDE

### Clear Space



Make sure there is clear space between the logo and any other element.

### Photography/Video



If the logo needs to be placed on video or photography, use the all white version of the logo and make sure it is readable and has ample space surrounding it.

# DAVIS CONFERENCE CENTER

## STYLE GUIDE

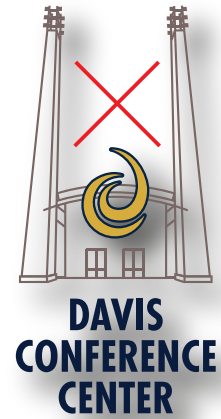
### Common Errors



Do not stretch, squash, skew, or distort the logo in any way.



Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



Do not add graphic effects to the logo, including drop shadows.

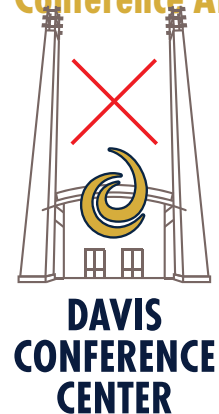


Do not place the logo on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between logo elements.

Dear Conference Attendees,



Do not encroach on the required clear space surrounding the logo.

# DAVIS CONFERENCE CENTER

## STYLE GUIDE

### Secondary Logos



White Background

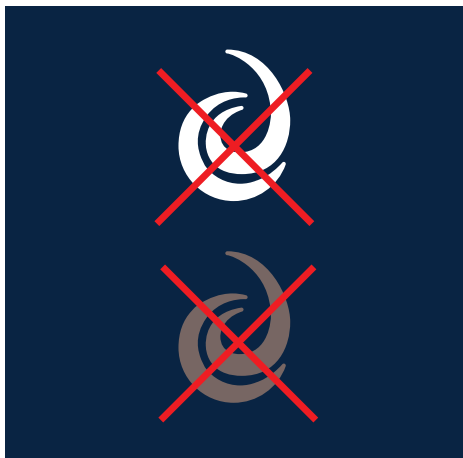


Blue Background



Pewter Background

### Background Control



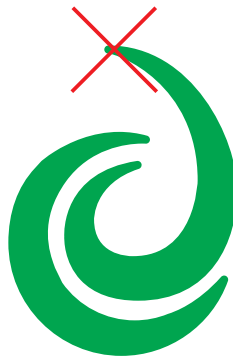
# DAVIS CONFERENCE CENTER

## STYLE GUIDE

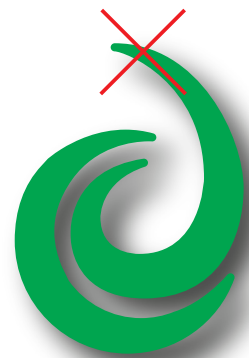
### Common Errors



Do not stretch, squash, skew, or distort the logo in any way.



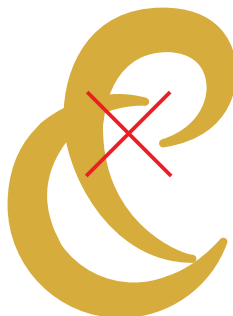
Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



Do not add graphic effects to the logo, including drop shadows.

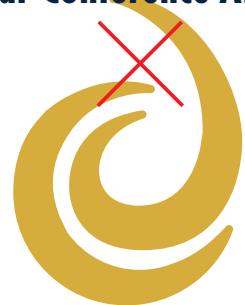


Do not place the logo on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between logo elements.

**Dear Conference Attendees,**



Do not encroach on the required clear space surrounding the logo.